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Striking at the Roots: A Practical Guide to Animal Activism

By Mark Hawthorne



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Animal protection is one of the most passionately debated issues of our day. In light of recent legislation and intensified pressure put on activists around the world, those advocates fighting for animal liberation or even animal welfare need a single resource covering the major, and some minor, models of animal activism. *Striking at the Roots: A Practical Guide to Animal Activism* brings together the most effective tactics for speaking out for animals and gives voice to activists from around the globe, who explain why their chosen models of activism have been successful -- and how others can get involved.



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Striking at the Roots: A Practical Guide to Animal Activism By Mark Hawthorne Bibliography

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Editorial Review

From Publishers Weekly

From publicizing an issue to taking action, from feeding a large group to running a rescue center, activists will find this guide from veteran animal-rights crusader Hawthorne detailed, straightforward and highly practical, even if your cause isn't animal rights. Drawing on his own experience and those of his colleagues, Hawthorne provides advice from a number of perspectives on a long list of methods: leafleting, letters and articles, protests, corporate campaigning, internet outreach, direct action and government lobbying. Though it's concerned throughout with inter-species justice, providing an adequate introduction to the principles, history and progress of the animal rights movement, as well as numerous animal rights resources, the book's tips on tabling, organizing protests, effective letter-writing and other matters are just as easily applied to any cause. Concise guidance, an empowering tone and a large, global community of voices make this book eminently useful for anyone organizing a movement, though Hawthorne's optimism can belie the often difficult path to change.

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Review

For anyone interested in what they can do to garner wins for animals, Mark's book is a great place to start. -- *Wayne Pacelle, president and chief executive officer of The Humane Society of the United States*

A must-read. It ranks with the best guides to animal advocacy that have ever been written. -- *Norm Phelps, author of "The Longest Struggle: Animal Advocacy from Pythagoras to PETA" and "The Great Compassion: Buddhism and Animal Rights"*

Brilliant, easy to read, full of real-life experiences and practical examples. -- *Ingrid Newkirk, president of People for the Ethical Treatment of Animals*

If you are serious about helping animals, then you should seriously read this book. -- *Captain Paul Watson, founder and president of Sea Shepherd Conservation Society*

There is not a single page of this book from which I did not learn something valuable! -- *Jeffrey Moussaieff Masson, author of "When Elephants Weep: The Emotional Lives of Animals" and "The Pig Who Sang to the Moon: The Emotional World of Farm Animals"*

This book motivates and informs, puts the passion into compassion and will save lives. -- *Juliet Gellatley, founder and director of Viva!*

About the Author

Mark Hawthorne is the author of two books on animal rights: *Bleating Hearts: The Hidden World of Animal Suffering*, which examines the many ways humans exploit nonhumans, and *Striking at the Roots: A Practical Guide to Animal Activism* (both from Changemakers Books), which empowers people around the world to get active for animals. He gave up eating meat after an encounter with one of India's many cows in 1992 and became an ethical vegan a decade later. His writing has also been featured in *Vegan's Daily Companion* (Quarry Books) and in the anthologies *Uncaged: Top Activists Share Their Wisdom on Effective Farm Animal Advocacy* (Ben Davidow) and *Stories to Live By: Wisdom to Help You Make the Most of Every Day* and *The Best Travel Writing 2005: True Stories from Around the World* (both from Travelers' Tales). Mark is

a frequent contributor to *VegNews* magazine. He and his wife Lauren live in California. You'll find him tweeting @markhawthorne.

Users Review

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Deanna Christianson:

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